

MAR 21 2011

Application No. 10/561,430  
Amdt. Dated: March-21-2011  
Reply to Office Action: Dec-21-2010

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39. (New) The method of claim 22 wherein said pigment removal step is effected using powdered activated carbon in amount of about 0.025 to about 5% w/v or using polyvinylpyrrolidone in an amount of about 0.5 to about 5 wt%.

40. (New) The method of claim 39 wherein said activated carbon is used in an amount of about 0.05 to about 2 wt% or said polyvinylpyrrolidone is used in an amount of about 2 to about 3 wt%.

41. (New) The method of claim 23 wherein said pasteurization step is effected by heating the concentrated and optionally diafiltered protein solution at a temperature of about 60° to about 65°C for about 10 to about 15 minutes and wherein, following pasteurization step, the pasteurized solution is cooled to a temperature of about 25° to about 40°C.

42. (New) The method of claim 24 wherein said concentrated protein solution is diluted by about 10 fold or less of chilled water having a temperature of less than about 10°C.

43. (New) The method of claim 25 wherein the concentrated protein solution is diluted by about 10 fold or less of chilled water having a temperature of less than 10°C.